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THE ECONOMIZER



Reliable Information
and
Seasonable Offers
to Investors in
Trees and Plants

PUBLISHED BY
THE POUGHKEEPSIE NURSERY CO., INC.
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Edited by Wm. Godding and P. J. Van Melle

AVOID THE RUSH!

“THE ECONOMIZER” aims not merely to sell Trees and Plants, but primarily to advise our customers and friends how to buy advantageously, what to plant and what not to. May we not also venture a suggestion as to **when to order?**

We would back our suggestion with a frank talk about a problem with which all nurserymen have to contend;—one which we think you will gladly help solve.

There is a tendency on the part of planters to delay ordering until planting time. It causes every nursery to be “swamped” with orders during a few weeks in April and May. Considering their complicated nature and the time it takes to assemble them, it is almost impossible for the nurseryman to give every order that painstaking care which he so much prefers to devote to it.

The greater the rush, the more occasion for complaints. It is often impossible to get out special rush orders ahead of other orders which pile up every day. There are likely to be “sold out reports” at a time when stocks can not be replenished.

This congested rush of spring business may be so easily avoided. Orders and deliveries can be distributed over practically the entire year.

“THE ECONOMIZER” has already pointed out many ways in which planting may be spread over other seasons. It has outlined the advantage of fall planting. It has shown

how our pot-grown Hardy Perennials may be set out throughout the summer and fall. It has already accomplished much

in relieving the spring rush,—not from considerations of our own convenience as much as our customers' advantage.

Now that the spring season is at hand, will you not, please, cooperate with us in relieving the congestion of the spring rush, by placing your orders without delay,—now,—for such things as you are sure you will need this spring?

It would allow so much more time to prepare for the careful execution of your orders.

Early ordering, in a way, lengthens the season. We want to give every order, large or small, the time and attention required to fill it without the possibility of a complaint.

Keep your orders out of the rush. Its disadvantages are obvious. **Order now.** Price lists are inserted in this issue.

Wm. Godding
P. J. Van Melle
Managers

Poughkeepsie, March, 1924



Wm. Godding
Evergreens at Vassar College in Winter

OUR SALES-POLICY

“THE ECONOMIZER” is intended primarily to assist the public in the vicinity of Poughkeepsie in the planting of Home Grounds. It aims to encourage by distributing information on how to plant wisely,—how to avoid unsuccessful expenditures.

Many planters do not know what conditions are necessary to the welfare of nursery stock after planting and are apt to select it for its more or less attractive appearance in the nursery.

Trees and Plants purchased on this basis, without thorough consideration of their suitability, hardiness and requirements, are likely to give up the ghost before long. Not nearly enough thought is given to the chances of success of the things that are bought.

“THE ECONOMIZER,” therefore, must keep closely to the elementary principles of good planting. It must, also, express our readiness to assist its readers in selecting stock that can be expected to do well.

We are convinced that nothing discourages planting so much as the sight of a dead tree. Yet a dead tree has not necessarily been a poor tree. Its life might have been saved and a flourishing tree be in its place if forethought had been practised.

Let us give you reliable information, whenever you are in doubt. There will be no cost or obligation on your part. Telephone or write to us, stop at the nursery or tell us when to call,—and you may be pretty sure that the Trees and Plants you are about to plant have a good chance of succeeding. Call on us freely. We do not want your orders unless we can see thriving Trees and Shrubs ahead.

* * *

Every planter desires, naturally, to practise economy, whether he plants much or little. The most obvious economy, and yet the most scarcely practised, is that of a wise, safe, selection of material.

Do not spend a dollar for unsafe plantings. Assume no risk, except that small element of chance which the very best of judgment cannot remove from planting operations.

Do not plant the first fine-looking tree that “takes your eye.” Plant what is best suited to your place, to the soil, to the exposure.

* * *

We do all that is within our power to prevent unprofitable purchases. Dead trees spoil the trade. Nursery stock is an alluring and perishable commodity. It should not be sold indiscriminately. Here you have the policy that characterizes the Poughkeepsie Nursery Company.

READ OUR CONDITIONS OF SALE

OUR patrons are requested to read, before ordering, the “Conditions of Sale” in the inserted price lists. Their perusal may prevent misunderstandings.

Emphasis is laid on our **non-guarantee** policy. Instead of the guarantee issued by some concerns, we offer you the protection of complete information on the planting, care and requirements of the stock we sell and the advantage of low prices.

We think our policy the most advantageous to planters. Every effort is bent towards preventing failure of the Trees and Plants we sell. We request an opportunity to pass on the chances of success of your expenditures for nursery stock. Let us advise you as to what can be expected to thrive and what not. When in doubt, call Poughkeepsie 663.

Our policy of “selective selling” accounts for the exceptionally small number of failures with our stock. With those who consult with us before and after planting, losses do not average one per cent.

Safe planting,—sound advice, are a better protection than a replacement policy.

Our policy does not prevent us from making occasional allowances, at our discretion. We do not bind ourselves, however, to replace or make allowances for stock, sold by us, that fails to thrive.

Bear in mind that most of the nursery stock offered by so-called tree-agents, with a liberal guarantee, is sold at very much higher prices than ours.

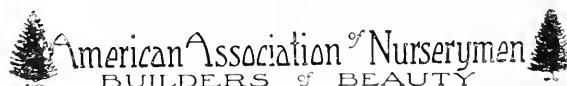


Our Headquarters, Seen from the North

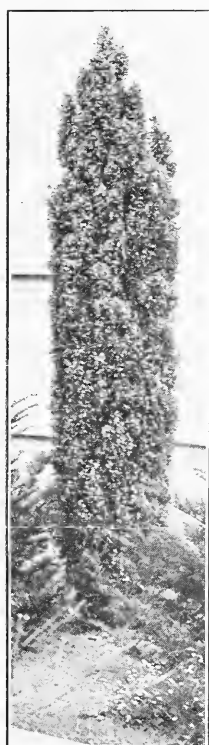
THE Price Lists inserted in this Issue will appear again with next month's number. The April issue will also contain our complete list of Hardy Perennial Plants.

*Look through our
Rose List now*

and order the varieties
you want, today.

 American Association of Nurserymen
BUILDERS of BEAUTY

... POINTS OF INTEREST ...



Irish Juniper

... It seems that the Irish Juniper does much better in this than in other localities. They are not grown to such perfection in other sections. The Irish Juniper is a choice Evergreen and fills a place which no other can take. Care should be taken not to plant these Junipers very close to the Foundation or Wall. They prefer a cool place, where the air may circulate around them. Along or at intersections of walks they will thrive the best and they are not likely to be sun-burnt in the spring.

... Speaking of Irish Junipers,—nicknames will pop up. Somebody in our nursery dubbed them "Wooden Soldiers" and so they have been called ever since.

... Be sure to order your Roses early. It is always difficult to get the particular varieties you want, late in the spring.

... In last August's issue of "THE ECONOMIZER" we advocated Fall-planting of Roses. We are anxious to compare the results of Fall-planting with those of Spring-planting and should be glad to hear from our customers what results they obtained with last fall's plantings.

... Do not uncover your Roses until all danger of severe frost is past. Then uncover or level the earth which was mounded up and prune the branches hard;—down to six or nine inches above the ground.

... "THE ECONOMIZER" will be mailed free of charge, on request, to all who are interested in planting.

LARGE SPECIMEN EVERGREENS

WE have a splendid stock of large specimens of **Cypress** (*Retinospora*), for immediate effects. We shall be pleased to quote on them.

Cypress for Hedges are not so plentiful now as they were, but we can still offer a few good bargains on special lots of **Plume Cypress**. These hedge-grades transplant very well. We moved about a thousand of them, last year, with a total reported loss of not more than five plants.

It will pay you to get our price on large Evergreen Hedges and to have us move them for you.

Let us show you some of the **Cypress Hedges** we planted. They range from five to eight feet in height.

Davidge Fertilizer. The handy fertilizer for the Lawn and the Garden. In one-hundred-pound bags, \$6.00. Always keep a bag full on hand, ready for use when wanted.

TWO CHOICE EVERGREENS

WE have a particularly good stock of two dwarf, that is, slow growing, varieties of **Arbor Vitae**. Both of them are eligible where Evergreens of distinction are being selected.

One of them is the **Globe Arbor Vitae**. It grows naturally, without trimming, into a globe or oval-shaped bush. It grows slowly, and rarely over 3½ feet high.

The **Globe Arbor Vitae** is just the thing to plant at the front entrance,—one on each side. It is a solid, dignified Evergreen, and very hardy.

A slight trimming of the tips of the foliage, in early summer, though not necessary, will result in a very dense growth.



Siberian Arbor Vitae

The other is the **Siberian Arbor Vitae**, which forms a broad, irregular and dense clump, resembling in outline a Boxwood bush.

The foliage is dull green, often with a grayish cast. It is one of the hardiest of all Evergreens in this climate, of slow growth, rarely attaining a height of over 5 feet.

Use it in Foundation Plantings, where solid looking specimens are needed. A solitary plant is often very effective in an irregular Garden or at a salient point in the Shrub Border.

The plants we offer in these two varieties have been cut back several times. They are heavy, solid specimens, well worth a place of importance in your plantings.

See our Price List of Evergreens.

Watch for our list of Hardy Perennials in the April issue.

THE VISITING HABIT

PLEASE do not consider our nursery only a place where you go, occasionally, to buy a Tree or a Plant. Make it a habit to stop at the nursery often, to look around, to watch things grow, to talk over gardening plans or problems, to get information about the care of the things you planted.

You will always find something of particular interest. There are always new Hardy Plants coming into bloom that you may not be acquainted with and that are worth making a memorandum of.

Stop in once a month if you can; then you will be sure to see everything.

SUGAR MAPLES

WE have the best-looking block of Sugar Maples in our nursery this spring that was ever seen anywhere. There is not a crook in any of the stems; every tree is perfect.

The **Sugar Maple** is one of the best Hard Maples. It is a clean, easy-growing tree. It differs from the Norway Maple in that it makes a taller, narrower and more pointed crown. A full-grown Sugar Maple is a glorious sight. It lends itself particularly well to the planting of avenues and drives.

No country place should be without Sugar Maples. They are "part of the picture."

If you have large Sugar Maples on your place, prepare now for the time when they will be gone. Plant a few young trees amongst them.

Hard Maples in the sizes we offer in our Price List are scarce. Here is an opportunity to secure good ones at reasonable prices.

OUR NATURAL HUMUS

IT IS a good plan not to spend one's entire appropriation for a planting on stock alone. Spend a part of it for the preparation of the soil. The success of the planting depends largely on the condition of the soil.

Make it a habit, when ordering a few Shrubs or Evergreens, to order a bag of **Humus** with them.

Humus should be mixed with the soil in planting. A one-half mixture is not too rich. Mountain Laurel, Rhododendron and Azalea will thrive best in all-Humus.

Do not use Humus if newly mined. It comes out of the swamp in an acid condition and may be harmful then. We sell only well-sweetened Humus that has been air-cured for many months.

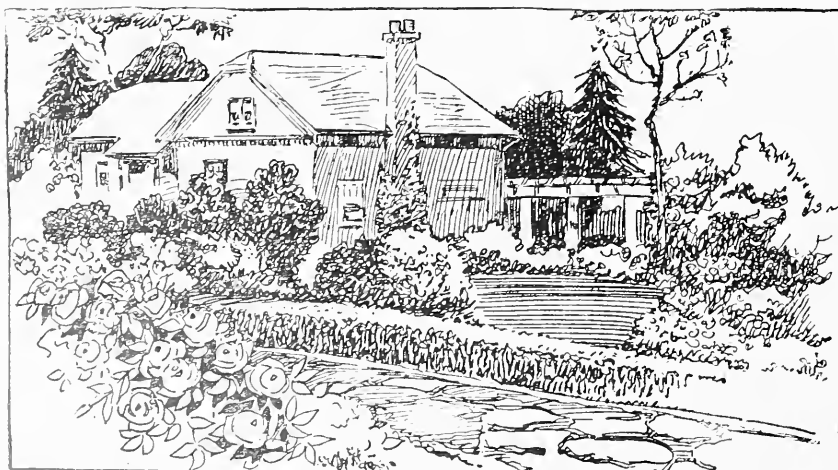
Natural Humus facilitates root-growth. It may be used for all nursery stock. It is an excellent, inexpensive stimulant.

It is a great builder of Lawns. Mix it freely with the soil before seeding.

Per 100-lb. Bag, \$1.50

Per half-Ton, in bulk, \$11.00; delivered free within three miles from our office.

Per Ton, in bulk, \$20.00; delivered free within three miles.



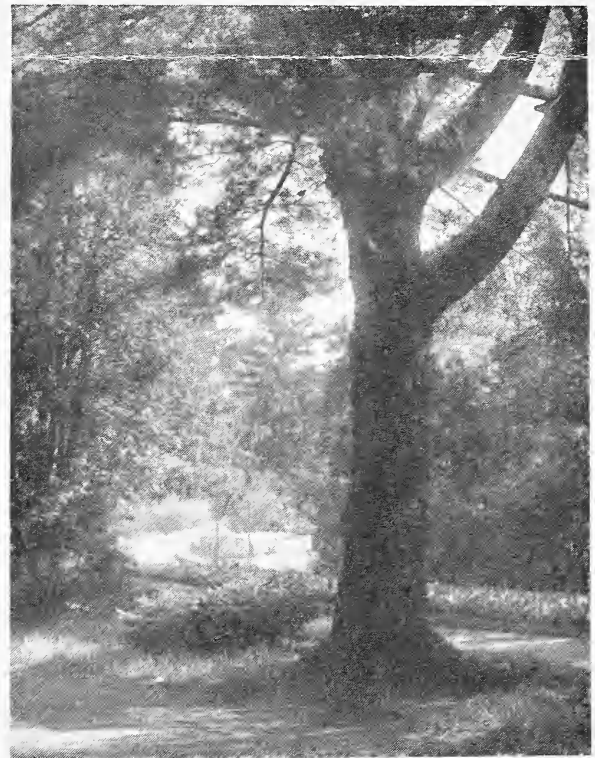
It's Not a Home Till it's Planted

THOSE who wish to plant a Hedge of large grouping of **Japanese Barberry** should be interested in the special offer in our price list of **One-year-old** plants. This grade is practically a two-years-old lot. It was transplanted last year, in the spring, from seed beds. These plants will make a strong growth this summer and represent a considerable saving over the regular two-years-old hedging grade.

See Price List.

We are always interested in securing good photographs of plantings of our stock.

We shall be pleased to publish them in
"THE ECONOMIZER"



The Circle, Vassar College

Folks judge our civic pride by the appearance of our towns. The appearance of our towns depends for the greater part on planting.

IF you are thinking of planting a good hardy Vine against the porch, to cover a tree-stump or unsightly place, try a **Lace Vine**. It is probably the most satisfactory and pleasure-giving Vine to set out. It grows easily and rapidly. From early July until Fall it is covered with a fleece-like abundance of dainty, white, pendant clusters.

The **Lace Vine** is now being planted more than any other Vine. Its long flowering season, dependable bloom and luxurious growth have earned it the marked preference of planters over other Vines.

See Price List.